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September 24, 2007

BY TELECOPIER
AND U.S. MAIL

Alexander M. Schack, Esq.
Law Offices of Alexander M. Schack
16870 West Bernardo Drive, Suite 400
San Diego, CA 92127

Re: Allstar Marketing Group/Gasso

Dear Mr. Schack:

We represent the legal interests of Allstar Marketing Group, LLC ("Allstar"), and are writing in response to your letter dated August 27, 2007. Please direct any further communications about this matter to our attention.

While your letter cites to various provisions of California's Consumers Legal Remedies Act, it does not contain any facts or allegations about any particular "acts complained of." For example, the letter asserts that Allstar has violated portions of the CLRA prohibiting misrepresentation of "certification of goods," prohibiting "deceptive representations in connection with goods," and prohibiting "advertising goods with intent not to sell [goods] as advertised," but the letter does not identify any advertisement or any alleged misrepresentation or deceptive representation. Nor does the letter even state that Ms. Gasso purchased the product that is the subject of the letter. Because the letter fails to provide substantive notice of any allegedly unlawful practices, Allstar is unable to respond in a detailed fashion.

In any event, Allstar takes steps to insure that it does not falsely advertise (and will continue to do so), and it is not aware of any misrepresentations or deceptive representations in connection with the product at issue. Accordingly, Allstar sees no reason to agree to the injunctive relief, refunds, and other relief demanded by your letter.

If Ms. Gasso did purchase the Auto Cool product and was unhappy with it, we apologize on behalf of Allstar for any inconvenience. Allstar is willing as a matter of customer goodwill to refund her purchase price, upon receipt of proof of purchase.

EXHIBIT 2-1

VENABLE LLP

Please feel free to give me a call if you would like to discuss this matter further.

Very truly yours,

Jeffrey M. Tanzer

cc: Douglas C. Emhoff, Esq.

EXHIBIT 2-2